

### REMARKS

This is a full and timely response to the outstanding non-final Office Action mailed December 2, 2009. The Applicant thanks the Examiner for a thorough and concise Office Action. In the Office Action claims 11, 15, 19, and 23-31 have been preliminarily rejected as allegedly being unpatentable under 35 U.S.C. §103(a). Claims 23 and 26 have been amended and claims 19, 24, 25, and 28-31 have been cancelled without prejudice. Claims 11, 15, 23, 26, and 27 remain pending in the present application.

### RESPONSE TO CLAIM REJECTIONS BASED ON OBVIOUSNESS

In the Office Action, claims 11, 15, 19, and 23-31 have been rejected as allegedly being unpatentable over U.S. Patent No. 2,743,023 to Larson in view of US Patent No. 5,094,417 to Creed. The Applicant has thoroughly reviewed the cited references and has amended independent claim 23 to better define the invention.

Amended independent claim 23 reads as follows:

23. An apparatus for displaying one or more objects on a structure, the apparatus comprising:

a holding portion permitting the apparatus to be mounted to the structure, wherein the holding portion is in the shape of an upside-down L having an elongated horizontal portion that meets an elongated vertical portion of the holding portion at approximately ninety degrees;

an enclosed central loop permitting display of a second object, the enclosed central loop having a top portion, a bottom portion, a front portion, and a back portion, wherein the top portion horizontally meets the elongated horizontal portion of the holding portion so that the top portion of the enclosed central loop and the elongated horizontal portion of the holding portion make one elongated horizontal surface, the enclosed central loop being enclosed on the top portion, the bottom portion, the front portion, and the back portion of the enclosed central loop, the enclosed central loop being open on a left side portion and a right side portion of the enclosed central loop so as to allow the second object to be situated therein, and the back portion of the

enclosed central loop being a portion of the elongated vertical portion of the holding portion, and

a hook permitting display of a first object, the hook being an extension of the back portion of the enclosed central loop, and the hook being open in a vertically upward direction so as to allow the first object to be retained thereon by means of gravity,

wherein the holding portion has a frictional element capable of reducing mobility in the horizontal direction, the frictional element being present only on a vertically downward-facing surface of the elongated horizontal surface of the holding portion, the vertically downward direction being substantially opposite the vertically upward direction.

(Emphasis Added)

The amendments to independent claim 23 further define the relationship between the holding portion and the enclosed central loop. As an example, amended claim 23 teaches that the holding portion has an elongated horizontal portion that meets an elongated vertical portion of the holding portion at approximately ninety degrees, where a top portion of the central loop horizontally meets the elongated horizontal portion of the holding portion so that the top portion of the enclosed central loop and the elongated horizontal portion of the holding portion make one elongated horizontal surface. The Applicant respectfully submits that at least this limitation of claim 23 is not disclosed, taught, or suggested by any of the prior art. Allowance of amended independent claim 23 is respectfully requested.

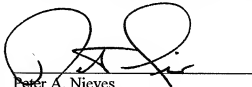
Since independent claim 23, as amended, is now allowable over the prior art of record for the reasons stated above, its dependent claims 11, 15, 26, and 27 are allowable as a matter of law, for at least the reason that these dependent claims contain all features/elements/steps of their independent claim 23. *In re Fine*, 837 F.2d 1071 (Fed. Cir. 1988). Therefore, allowance of dependent claims 11, 15, 26, and 27 is respectfully requested.

**CONCLUSION**

In light of the foregoing and for at least the reasons set forth above, the Applicant respectfully requests favorable reconsideration and allowance of the present application and the presently pending claims. If in the opinion of the Examiner, a telephonic conference would expedite the examination of this matter, the Examiner is invited to call the undersigned attorney at (603) 627-8134.

Respectfully submitted,

**SHEEHAN, PHINNEY, BASS + GREEN, P.A.**

A handwritten signature in black ink, appearing to read 'Peter A. Nieves', is written over a horizontal line.

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